

canadian camping

Official Publication
Publication Officielle

The Canadian Camping Association
L'Association des Camps du Quebec

Vol. 29
No. 3

102 Eglinton Ave., E., Suite 203

Toronto, Ontario M4P 1E1

May, 1977

NEWS

AND VIEWS

FROM ACROSS CANADA

The C.C.A. has a new Logo! As a result of a competition lasting several months, a committee finally selected a design submitted by Mrs. Daphne Kaye of CAMP VOYAGEUR, Ontario. Our new symbol will soon become very evident on letterhead and in publicity. In addition, it is expected that a cut of the Logo will be made available to Camp Directors so that our National symbol can be part of all publicity and correspondence sent out from every accredited Camp in Canada. It will be a good promotion for Camps ... and good promotion for Canadian Camping!

The Annual Meeting of the Canadian Camping Association was held during the latter part of April at the beautiful Easter Seal Camp in Squamish, B.C. The B.C.C.A. hosted Board and Committee members of the C.C.A. at their meeting, which incidentally was held at the same time as the Annual Meeting of the Canadian Recreational Canoeing Association. (Musical Chairs was played by Ron Johnstone, who became Past-President of the C.C.A., and the new President of C.R.C.A. John Latimer became Past-President of the C.R.C.A.)

Fun and Games!

One of the Highlights of the Annual Meeting was the presentation of Awards of Honour ... certificates presented to those Canadians who have given outstanding service to the Canadian Camping Association. This year, Awards were presented to: MAY BROWN, ADELE EBBS, BRYAN GRAHAM, RON JOHNSTONE, CLIFF LABBETT, BARRY LOWES, GRANT MCKEEN, BILL SWIFT, AND BARBARA TAYLOR. Congratulations are extended to these great Canadians.

In addition to these awards, two Certificates of Thanks were presented, the first, to Recreation Canada, Fitness and Amateur Sport Branch - (received by our new consultant Karl Benne) in appreciation for their tremendous financial support; the second, to the Canadian Recreational Canoeing Association, (received by John Eberhard) for its leadership in the recreational canoeing field.

The next Annual Meeting will be held in Winnipeg, in April, 1978.

Non-Canadians working in summer camps... Each Provincial Association office has details of the exemption regarding foreigners gaining access to Canada to work as Counsellors in Canadian Camps. It is further suggested that Camp Directors notify officials at the Point of Entry of the names and addresses of these students so that their entry into Canada will be made some-

(cont, on page 2)

what easier and less complicated. The ruling about foreign staff applies only to those young men and women who will be instructing and counselling ... and only in Accredited Camps.

Last year, a Task Force to determine the future direction of C.C.A. was created with the support of Recreation Canada. The purpose of this group was to determine and recommend the direction which C.C.A. should be considering for its future growth and development. After several meetings with hundreds of Canadian Camping leaders, the report was finally submitted and accepted at the Annual Meeting of the C.C.A. Highlights of this report are as follows:

1. Camps continue to join C.C.A., only through their own Provincial Associations.
2. Many of the tasks of the committees could be done more effectively by members of some of the Provincial Associations.
3. C.C.A. should continue to organize National Conferences (eg. Geneva Park type meeting), and assist Provincial Associations to organize training events, workshops, seminars, etc.
4. The Board of the C.C.A. should continue its support of Provincial Associations by holding their meeting in conjunction with Provincial workshops and conferences.
5. A National Publications Service should be a strong priority of the C.C.A.. This service should include information on new books, reports, theses, speeches etc. In addition, C.C.A. has a role in locating and even producing material on the "HOW TO DO IT" aspects of camping.

Other recommendations were made, and the report along with all of the background material is available in every Provincial Association office. Thanks to the Committee: John Latimer (Chairman), Paul

Belanger, Barry Lowes, Jack Pearse, Jay Haddad, George Robitaille, and consultant/researcher, Ron Johnstone.

Punch Jackson has accepted responsibility for the recommendation on Publications and will soon be contacting every camping association with new information and material.

Another Task Force recommendation which has already been initiated is planning for a National C.C.A. Conference to be held at Geneva Park, January 19-22, 1978. Application for registration is to be made through each Provincial Office, with the details to be circulated across the country. The charter committee for this conference is: Rosaire Corbin, Association des Camps du Quebec; Virginia Fraser, Etobicoke Parks and Recreation, Day Camping; Bruce Harris, Camp Kawabi, Independent; Wayne Perkins, Camp Wanakita, Y.M.C.A.; Mardi Tindal, United Church Camping; Barry Lowes, Camp Timberlane, Independent; and Dorothy Walters, Government Liaison.

CANADIAN CAMPING

is published 6 times a year by the

Canadian Camping Association
102 Eglinton Ave., E. # 203
Toronto, Ontario M4P 1E1

(416) 488-7345

SUBSCRIPTION RATES

1 year \$ 5.00
3 years \$12.00

ADVERTISING RATES ON REQUEST

NEW BROCHURES

Planning a new brochure for next year? Here are some points worth pondering. Take pictures this year for next summer.

When Charles W. Tisdall, managing partner of Tisdall Clark Lesly & Partners, one of Canada's largest public relations consulting firms, was asked to speak at the 1977 Annual Meeting of the Ontario Camping Association, in preparation for his presentation, he and other members of his consultant staff (including members of the firm's graphics division) reviewed some 50 camp brochures. With few exceptions these were brochures of camps operating in Ontario.

Some camp directors may not agree with all the observations. They are presented, without bias, with one objective - to help Canadian camps present themselves in the best possible light.

ON PICTURES

You don't have to use pictures to have a successful and attractive brochure, but if you use them, make sure you use them correctly. Pictures should always say something. Those that do not depict some kind of action easy to recognize should be accompanied by a caption explaining what it is you are trying to illustrate. For example, don't feature a picture of a counsellor talking to a young camper. That doesn't say enough. Instead, have the same picture but include with it a caption saying something, perhaps, to the effect that, "at our camp we have concerned counsellors who care about the children".

Don't use poor quality pictures. In our review of camp brochures, there were quite a few of them. Make sure the pictures are clear and distinct. No pictures are more effective than poor pictures that are under or over-exposed. The use of illustrations in brochures is expensive. Don't waste your money.

Almost all of the brochures and pamphlets reviewed included pictures of the particular camp's staff, most often sitting and standing row after row, clean and neat in their Sunday best. None of them included the names of the staff members. It isn't good enough to have a picture of an entire staff without identifying them. Just because they may be a bright and good-looking bunch, doesn't mean they are good counsellors. And this is what parents want to know. So tell parents who the staff members are. You might even include a short description on their backgrounds, and their experiences.

Many of your camps used collages. These are fine, but don't overdo it. And again, the pictures should tell the reader something useful about the camp.

Use pictures that are positive, action-filled, and illustrative of your camp's reputation. Don't present a picture that has content that could be misinterpreted. One brochure reviewed had a picture showing two campers standing up in a canoe. Some observant parents might feel that your camp is not aware of the elements of good boatmanship. Another picture was a shot of the golf course at a particular camp. When the picture was taken, the fairways looked as though they hadn't been

(cont. on page 4)

mowed in weeks. It certainly wasn't very impressive. If there is any question about the integrity of a certain picture, don't use it. Pictures are not meant to be used simply to use up space and make the brochure more attractive.

ON PRODUCTION

The best advice to offer here is to be concerned with quality rather than quantity. Depending on financial resources, use the best printing house available in your area. It may mean a reduction in the number of pages originally planned, but four pages - well laid out - are much more effective than twelve poor ones.

SIZE AND SHAPE

When designing your brochures, you are virtually unlimited in choice. But always choose a size and shape that is easy to handle and easy to file. Relate them to sizes which can be inserted in stock-size envelopes. The less you ask of those who receive them, the better off you are. For example, brochures that need to be opened and spread out onto the kitchen table in order to be read are not effective for the simple reason that you are forcing the readers to do something they may not want to do. They may be flashy and perhaps interesting, but to be honest, they are a pain. People are lazy. Make it easy for them to receive your message. And remember that you are vying with newspapers, magazines, and other brochures for your readers' interest.

COLOUR

Colour is expensive, but it depends on how you use it. If you want to use four-colour concentrate on striking pictures, and again, with captions where necessary. High-gloss paper is probably the best for colour reproduction, but it is also one of the most expensive paper stocks. If you are using what we call two-colour brochures, use colours that are compatible, that is, pleasing to the eye. One-colour reproduction, unless it is of excellent quality, tends to detract from what you could have done by just using black and white.

WRITING STYLES

Keep your writing consistent. Many brochures reviewed really fell down in this area. Some were written in good basic English on one page, and then, an informal and "slang" English on the next. Simply said, use good English. Write in a style that flows easily, that is simple, but correct. Avoid trite expressions such as, "our camp is a melting pot" or, "We are one big happy family". There are a million ways you can say the same thing in a more professional and original manner.

OTHER OBSERVATIONS

Be creative and clear. One brochure reviewed showed great ingenuity. It was in the form of a calendar, indicating pertinent dates such as, "August 8th - last session begins today", or, "September 6th - first day of school". It was original; the medium was the message. It had a dual purpose in being both a brochure and a calendar. (This observation does not mean for a moment that every camp should get into the calendar business.

If you are using a logo - and most of you are - make it large enough so that it may be seen. Many brochures had such little logos, tucked away in corners, that it almost looked as if camps were ashamed of them. If your logo isn't easily recognizable and memorable then it defeats the whole purpose of having a logo and forget it. The Association logos, if reproduced - must be large enough to be read.

Avoid inserting loose pages in brochures such as additional information or fee schedules. It is sloppy. Use the "cut on dotted line" technique, or have this information centre stitched into the brochure. It is recognized that fee schedules change more often than brochures, but centre fold stitched information answers this.

Capitalize on those elements - and strengths - that are unique about your camp - that one aspect that distinguishes your camp from the rest. The fifty brochures reviewed, submitted from Ontario camps, all said pretty much the same thing.

SOME INGREDIENTS FOR A SUCCESSFUL BROCHURE

The following should be included in all brochures. Some suggestions may seem self-evident, but many brochures reviewed did not include them.

1. Say something about the management of your camp. Highlight the qualifications and experiences of your management team.
2. List the activities that are offered in your camp
3. Give the background and experience of your senior staff members.
4. Note the safety precautions in existence at your camp, including water safety, supervision, availability of doctors and nurses, first aid, and emergency measures
5. Have a fee schedule as part of the brochure.
6. Include the telephone number(s) and addresses of the appropriate person parents should contact to learn more about your camp.
7. Provide a short history of your camp.
8. Include clear directions on how to get to your camp.
9. Explain the arrangements for eating, sleeping, clothing, washing, etc. at your camp.
10. Explain the kind of camp you operate. Is it a religious or social service camp; a boys' camp; a girls' camp; a co-ed camp; or a camp for the mentally retarded or physically handicapped.
11. Include a self addresses envelope for the return of application forms and fees.
12. Display your accreditation logo clearly, and large enough to be

(cont. on page 6)

seen - the Canadian Camping Association - your Provincial Association. Be proud of it.

13. Finally, make sure that the name of your camp on your brochure is readable. Believe it or not, there were a few that were not.
14. Choose a clear and distinct type style and then stay with it.
15. Use colour, even as simple as brown ink on beige paper stock, and stay with it too. Adopt your own camp colour or colours.

F O R S A L E

24 foot steel pontoon barge, 8' X 20' plywood deck, metal railings, 33 H.P. Motor. Formerly used to transport children. Requires minor repairs. Selling for best offer: "As is" condition on location - (Peterborough). For further details: Mr. Atkins, Earls court Childrens' Home, 46 St. Clair Gardens, Toronto, Ont. M6E 3V4 (416) 654-8981

PROVINCIAL CAMPING ASSOCIATIONS

British Columbia Camping Association
633 West 8th Avenue
Vancouver, British Columbia V5Z 1C7

Quebec Camping Association, Inc. (Eng.)
2233 Belgrave Avenue
Montreal, Quebec H4A 2L9

Alberta Camping Association
332 6th Avenue S.W.
Calgary, Alberta T2P 0R5

Association des Camps du Quebec, Inc. (Fr.)
1415 est, rue Jarry
Montreal, Quebec H2E 2L9

Saskatchewan Camping Association
Box 823
Regina, Saskatchewan

New Brunswick Camping Association
Box 373
Fredericton, New Brunswick

Manitoba Camping Association
Box 241
Winnipeg, Manitoba

Nova Scotia Camping Association
Box 696
Halifax, Nova Scotia

Ontario Camping Association
102 Eglinton Avenue East
Suite 203
Toronto, Ontario M4P 1E1

Newfoundland and Labrador Camping Asso.
P.O. Box 4188
St. John's, Newfoundland A1C 5Z7

YOUR WATERFRONT PROGRAM

LIFEJACKETS AND PERSONAL FLOTATION DEVICES

by Jocelyn Palm

Last year, the Canadian Camping Association conducted a survey of member camps across Canada in an effort to discover the attitudes of camping people concerning Federal Regulations governing lifejackets and personal flotation devices (P.F.D.'s). The survey was initiated as a result of the Regulation instituted in November 1975, requiring the presence in EVERY craft of a lifejacket or P.F.D. for EACH person in the craft. Previous regulations had excluded some craft. The new Regulation, however, applies to all craft with the exception of racing shells, preparing for, or participating in, competition. Camps were therefore faced with the responsibility to either supply or have campers and staff equip themselves, with an APPROVED (by the Department of Transport) lifejacket or P.F.D.

The survey results demonstrated divergent opinions about the new Regulation. Almost 50% of the camps responding required the presence of the lifejacket or P.F.D. prior to the regulation. Opinions differed concerning the practicability and/or enforcement of the regulation.

Perhaps one surprising result of the survey was the fact that 18% of the camps were unaware of the regulation until they read about it in the June "Canadian Camping" magazine, and another 10% of camps were unaware of the regulation prior to receiving the questionnaire which sought their opinions.

Another interesting fact emerged: some camps showed campers how to correctly fasten their lifejacket or P.F.D. on land; a few taught campers how to put on and fasten their lifejacket or P.F.D. once in the craft and out on the water; and only a very few taught them how to put the lifejacket or P.F.D. on while immersed in the water.

Camps have an excellent opportunity to educate with respect to these flotation devices. It has frequently been proven that the worst time to learn the appropriate use of a lifejacket or P.F.D. is at the time of an emergency when fear is paramount and calm, controlled actions are very difficult.

Each camp is urged this summer to institute a program through which campers and staff can learn how to use their lifejacket or P.F.D. This session could be an all camp event at which each person became thoroughly familiar with the strengths and limitations of their own lifejacket or P.F.D. The learning might also take place in section groups, activity groups, cabin groups or whatever..... the key is that it should be done and scheduled early in each camp period.

(cont. on page 8)

Life-jackets and P.F.D.'s

(cont. from page 7)

Here are some things your waterfront staff should be prepared to teach.

1. A lifejacket has more buoyancy (29½ lbs) than a P.F.D. (15 lbs.) A lifejacket must have a righting movement (tend to turn the wearer face up when immersed)
2. Government APPROVED flotation devices carry a label advising of D.O.T. approval. Only approved flotation devices are permitted under the Regulation. There are many non-approved devices on the market - a little consumer education here! The approved units have met a variety of standards concerning: colour, fastenings, buoyant material, covering, stitching, strength, etc.
3. A lifejacket and a P.F.D. are not the same thing - the terms are not synonymous. P.F.D.'s have less buoyancy and therefore are less bulky. P.F.D.'s are designed to encourage Canadians to wear the devices.
4. The Regulation requires an APPROVED lifejacket or P.F.D. for every person in every craft. Note that the Regulation does not require WEARING the device, although wearing is recommended, especially under certain conditions; for example; cold water, rough water, swift water, far from shore, weak or poor swimmer, etc.
5. Each of us should be able to:
 - a. Put on and fasten our lifejacket or P.F.D. correctly and securely when on land;
 - b. Put on and fasten our lifejacket or P.F.D. correctly once in the sail boat, canoe, power boat, etc. This is often a bit tricky compared with the donning on land;
 - c. Once immersed in deep water, put on and fasten our lifejacket or P.F.D. relax and see what position the body assumes, faceup, face down, or on one side; simulate unconsciousness.
 - d. Fasten our lifejacket or P.F.D. correctly and fall into the water from a low dock or boat or canoe, relax and discover the position your body assumes in the water, do not attempt this entry from a height - it could have jarring results;
 - e. Once in the water attempt HELP (heat escape lessening posture) this is a tucked position, with arms close to chest and knees bent up to limit loss of body heat when one is immersed in cold (below 60F.) water.
 - f. Advanced campers should have the experience of helping a partner to put on her lifejacket or P.F.D. once both are in the water - the partner could simulate an injury to demonstrate that this task is not as easy as it looks.
6. Finally, care of lifejackets and P.F.D.'s is important; these are costly, yet they will last several years if used for the purposes intended (not as boat fenders or kneeling pads) more consumer education!

We need to recognize that teaching this information is difficult when one considers the Canadian population as a whole; camps on the other hand, can do it well. We have the expertise, a wide variety of examples of approved lifejackets and P.F.D.'s and a captive audience - let's do it well.

The C.C.A. intends to continue to monitor the opinions of camping people with respect to lifejackets and P.F.D.'s. Please send C.C.A. your opinions on this and future articles, and submit any questions you may wish to pose.

Jocelyn Palm is the Executive Director of the Royal Life Saving Society and the President of the Ontario Camping Association.

Legislation under Small Vessels Regulations now requires a Ministry of Transport approved lifejacket or Personal Flotation Device for each person in any vessel at all times. Canoes and rowboats were previously exempted but are now included.

CAMPING PUBLICATIONS

(Place your orders now, and be ready for the 1977 camping season!)

Leadership Training

* CAMP COUNSELLOR'S HANDBOOK	Blackstock and Latimer	(Hardcover \$7.95)	Paper \$ 4.95
* THE CAMP COUNSELLOR'S BOOK	Northway and Lowes		1.95
SO YOU WANT TO BE A CAMP COUNSELLOR	Ott		1.50
CAMP COUNSELLOR'S MANUAL	Ledlie and Holbein		2.25

Camp Management

A CAMP DIRECTOR TRAINS HIS OWN STAFF	Hammett		.75
CAMP STAFF JOB DESCRIPTIONS	ACA		.50

Church Camping

HOW TO BE A CAMP COUNSELLOR			.75
CAMPING TOGETHER AS CHRISTIANS	Ensign		1.50
CHURCH CAMPING			3.00

Camp Activities

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BASIC RIVER CANOING	McNair		2.00
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COUNSELLOR'S GUIDE TO CAMP SINGING	Tolbitt		1.95
TEACHING RIDING AT SUMMER CAMP	Price		1.95
SWIMMING	Waterman (teach yourself book)		1.95

Cooking

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Nature Lore

ACCLIMATIZATION	Van Matre		3.25
ACCLIMATIZING	Van Matre		3.95

Health and Safety

CAMP PHYSICIAN'S MANUAL	Thomas	(Hardcover)	9.00
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Miscellaneous

* ONCE THERE WAS A CAMPER	Poems by Mary S. Edgar		1.75
* LOG OF CANADA'S CENTENARY JOURNEY	CCA		3.00

All books are paper unless otherwise noted

* Denotes a Canadian Book

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3. A Touch of Class

Buy a bottle (105 oz.) of broken marachino cherries. Use them to top regular desserts such as pudding and cakes.

4. Super Salads

Put bits of leftover bacon or cut up cheese to your salads. This adds a bit of "sour" to the "sweet" and kids really eat it up.

Have you any "helpful hints" you would like to share with others?

"Canadian Camping" will be glad to publish them.

We look forward to hearing from you, please write:

Mr. Brian Blackstock, Editor
c/o Canadian Camping
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Toronto, Ontario M4P 1E1
(416) 488-7345

SOME IDEAS ON SONG-LEADING

From the Training Resource Library
Boy Scouts of Canada
Greater Toronto Region

1. Be Confident - Assume everyone is going to sing and wants to sing.
2. Variety is the Keynote - The first song should be a familiar one that the group likes to sing. The second song could be an easy, action song. Intermingle different types of songs throughout your program, as well as different tempos.
3. Be Prepared - Know exactly what songs you are going to sing.
4. The Group, Not the Song is Important Always keep in mind that the group is singing mainly for fun. Try not to put them through a dull, laborious period of drills.
5. Teach at least one new song, if your program is over 15 minutes in length.
6. Consider the Total Program - Try to pick songs to suit the occasion. Your last couple of songs should set the mood for the next part of the program.
7. Enjoy Yourself - Your enthusiasm, facial expression, and spirit will be caught by the group.
8. Stand Where You Can Be Seen and Heard by All
9. Your Hands - Use them to control beat and volume.
10. A Question of Tempo
 - a) Sentimental, Sacred and Slow Songs Try not to let these kind of songs get too slow and "draggy". Strike a happy medium.
 - b) Slowing Down at the End of the Song - Try to keep the songs at the same tempo throughout. Don't start out with a good beat, then drag near the end.

11. Keep a File or List - Start now to accumulate songs that your group likes to sing. Keep a record of favorites and a list of the songs you sing from day to day.
12. Be Yourself - You are you and can be no one else. Don't try to copy someone else's methods of song-leading unless you can do so naturally.
13. To Use or Not to Use a Songbook? When leading a new song or one with "tricky" words a book helps. Also people get security from a songbook. Consider the songbook as a teaching aid. Use the books when you need them; put them aside when you don't.
14. Praise the group when they do well - this will give you both confidence.
15. Remember SingSongs are for FUN!

Handbook for **CAMP NURSES** *and other* **Camp Health Workers**

MARY LOU HAMESSLEY, R.N.

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—American Journal of Nursing

"... well-written, pleasant to read, with accurate and detailed information involving all aspects of camp life."

—The Canadian Nurse

Contents

- | | |
|----------------------------|------------------------------------|
| I The Camp | VI Camp Clothes |
| II The Camp Nurse | VII Camp Food |
| III The Camp Health Center | VIII The Weather at Camp |
| IV Camp Sanitation | IX Camp Illness and Injuries |
| V The Camp Health Program | X Pre-Camp Training for Counselors |

224 pp., illus., flex., 1977, \$6.90

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A WOODCRAFT IDEA

A sensory nature trail will put the emphasis on participating with the environment. Have signs that say "TOUCH ME", "SMELL ME", and "TASTE ME". Locate beautiful views.... highlight places that can only be seen by lying on your back, or getting down on hands and knees. Identify areas where only crawling will enable the participant to see fully what there is to see.

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If you have a tear in your canvas canoe, let the area around the tear dry thoroughly. Tear a piece of FACTORY COTTON the size of the tear. Moisten well with AMBROID* glue and place over the rip. Let dry. Sand lightly until it is smooth again. Paint. This is an easy, but excellent way to repair the canvas. It will last as long as the canoe and usually not blister or wrinkle.

* AMBROID is a brand name. It's expensive, but works better than anything we've tried yet.



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ISSN 008-5119

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